

## **ABSTRACT**

**RESEARCH PAPER:** Modern Media Relations: The Effects of Twitter on the Public Relations Practitioner – Journalist Relationship

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This study presents a comprehensive overview of the context and significance of the relationship between public relations practitioners and journalists, as well as the effects of Twitter in modern media relations. The findings suggest that the practitioner and journalist relationship has not progressed in relation to previous studies which found historically antagonistic views from journalists toward practitioners and the public relations industry. Furthermore, the two professions have not integrated Twitter successfully into their media relations practices, but both journalists and practitioners seem optimistic of the potential power of Twitter in the creation and dissemination of news.